
Chapter 2

MISSION, VISION AND GOALS

Byway planning was guided by three primary considerations: (1) the long-term vision and goals for the Byway, (2) the importance of strengthening the region's unique character and sense of place, and (3) an interest in balancing local stewardship and economic development goals. The mission and vision statements presented below provide a “big picture” view of the corridor. The following goal statements establish broad targets to guide the development and implementation of the Plan's strategies. This mission, vision, and goals framework was developed and refined with public input by the Wilmington Area Planning Council, Delaware Greenways, Inc., the Byway's Advisory Committee, Byway focus groups, and public and private stakeholders.

2.1 Mission

The mission of the Brandywine Valley Scenic Byway is to preserve and enhance this legacy landscape in a manner that is sensitive to the needs of the many private individuals, organizations, and businesses that help shape it.

2.2 Vision

The Brandywine Valley Scenic Byway will be the best way to experience the historic, cultural, and scenic qualities of this legacy landscape. Vibrant, pedestrian-friendly villages and urban areas will be an integral part of this landscape. Incentives will be developed to encourage private conservation and preservation actions. The byway planning effort will guide future public investments for enhancements to the route. A balance between through traffic, local traffic, and tourist traffic will be achieved through the use of traffic calming and context-sensitive highway design that is respectful of pedestrians and bicyclists.

The byway will be the best way for leisure travel through the valley – making it easier to visit the museums, gardens, and parks, and to sample its many recreational activities. The potential impacts of additional tourism will be carefully managed through a permanent bi-state group.

Stakeholders will work together to identify mutual benefits and to establish incentives to achieve the byway mission. The corridor plan will respect the private property rights of all landowners and business interests.

2.3 Corridor Management Plan Goals

The overarching goal of the Corridor Management Plan is to gain formal recognition as a Delaware Scenic and Historic Highway and National Scenic Byway. To

accomplish this, the Corridor Management Plan developed the following broad goals for Byway management strategies. There are eight major goals in the Plan:

CONSERVATION AND ENHANCEMENT

1. Preserve and enhance the “green infrastructure” that defines the byway through continued voluntary and private conservation efforts.
2. For properties where conservation or preservation is no longer an option, encourage appropriate design practices that minimize change to their existing scenic and historic character. For properties seeking additional infill or redevelopment, encourage context-sensitive architectural and landscape design that fits within a neighborhood scale and respects the character of its surroundings.

TRANSPORTATION AND TRAFFIC SAFETY

3. Work with DelDOT, WILMAPCO, and the City of Wilmington to accommodate and balance the needs of all roadway users including residents, visitors, businesses, public facilities, and institutions by utilizing context sensitive design and multi-modal approaches to solving transportation and community revitalization issues.
4. Adopt traffic calming measures as a means of self enforcing posted speed limits, improving pedestrian safety, and encouraging pedestrian and bicycle use of the Byway.

ROADSIDE CHARACTER

5. Conserve and enhance the scenic and historic, roadside features the byway, especially the many mature trees and stone walls. Enhance the unique character of each portion of the byway.

TOURISM

6. Increase visitation and visitor spending at attractions and shopping areas along the byway in a manner that is compatible with the preservation goals of the byway. Focus tourism development efforts on the types of visitors that appreciate the historic and scenic qualities of the byway.

INTERPRETATION AND EDUCATION

7. Develop interpretation and education programs for the byway that connect residents and visitors with the Brandywine Valley Scenic Byway, encouraging greater appreciation, understanding, and stewardship. The history and significance of the Brandywine Valley, its attractions, historic sites, landscapes,

and communities will be presented as a coordinated story about the region's natural and cultural history.

MANAGEMENT AND COORDINATION

8. Implement the plan, balancing the needs and interests of residents, communities, and byway partners and ensuring that the rights and responsibilities of individual property and business owners are respected.